

Hanlon, Kathy [LEGIS]

From: Doug Struyk <struyk@carneylawfirmiowa.com>
Sent: Saturday, December 07, 2013 11:47 AM
To: Hart, Rita [LEGIS]; Forristall, Greg [LEGIS]; Hanlon, Kathy [LEGIS]
Cc: James Carney; Jenny Tyler; Garrett, Melissa
Subject: Administrative Costs in Higher Education Study Committee
Attachments: Ashford Response.pdf

Senator Hart and Representative Forristall,

During the Administrative Costs in Higher Education Study Committee, there were two questions posed that I was unable to answer.

The questions were:

The retention rate of first-time students

Funding provided to students outside of Iowa Tuition Grants and Federal Financial Aid

I have attached Dr. Pattenau's response to the questions.

Thank you again for the opportunity to provide the Committee with information about Ashford University. Please let us know if we can provide any additional information.

Respectfully,

Doug Struyk

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December 2, 2013

The Honorable Rita Hart
The Honorable Greg Forristall
Co-Chairs, Administrative Costs in Higher Education Study Committee
1007 East Grand Avenue
Des Moines, IA 50319

RE: November 5 Hearing Follow-Up Information

Dear Senator Hart and Representative Forristall:

Thank you for the opportunity to share information about Ashford University's student fees and administrative costs at the recent hearing. I understand that the Committee inquired about graduation and retention rates and am pleased to provide you with the following information.

According to the Integrated Postsecondary Education Data System (IPEDS) website, the retention rate for first-time students pursuing bachelor's degrees at Ashford University is 39% and the overall graduation rate is 21%.

IPEDS tracks the progress of students who began their studies as a *full-time, first-time* degree seeking student and calculates if they complete their degree within 150% of normal time of completion of their program. Students who have attended another postsecondary institution or who began their studies on a part-time basis are not included in the rates. The majority of students entering Ashford University began their studies elsewhere and therefore are not included in this calculation.

At Ashford, helping students achieve their higher education goals is a top priority, which is why we are constantly analyzing our student and faculty performance and trends to help us identify opportunities for institutional improvements. Please visit www.assessment.ashford.edu/behind-numbers to review student performance trends, graduation rates, demographic details, surveys from both students and faculty, and more.

We don't just collect the data, we act on it. Last year, we introduced initiatives to provide a standard framework for student selection and engagement which included personalized support and academic components that are delivered throughout the student lifecycle. The initiatives were created to help increase retention and graduation rates and ensure our students are receiving the support and opportunities they need to succeed.

I understand that the committee also requested information on financial aid provided to students outside of the Iowa Tuition Grants and Federal Financial Aid. Ashford University is committed to attracting the highest caliber of students and creating a diverse scholarly community. To that end, Ashford University provided over \$108 million nationally in scholarships and grants in the 2012-13 academic year. This number represents a steady year over year increase in scholarships and grants provided to both our campus and online students. More than 85 institutional scholarships and grants are available including academic, athletic, military, and need-based opportunities.



Thank you again for the opportunity to provide information on Ashford University and hope that you find it useful. Please contact me if I can be of further assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Pattenau".

Dr. Richard Pattenau
President, Ashford University